

# SELLING <sup>1</sup>points

December 2009 Vol. 10, No. 6

Monthly Retailer Newsletter

Best practices, big opportunities



18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

CHECK US OUT!  
Retailer Updates From  
Around the State.  
Details Inside!



Dear Lottery Retailers:

Lights are twinkling, there is a chill in the air, and for many a pared down holiday rush is on. I would like to share with you what I am celebrating during this glorious season.

First, I am thankful to be spending my first holiday with my extended family – you and the staff of the South Carolina Education Lottery (SCEL). In October, the South Carolina Chamber of Commerce once again selected SCEL as one of the *Best Places to Work* in the Palmetto State. The accomplishment could not have been achieved without your support. We strive each day to work with you, our retailers, to help raise proceeds for education which will drive future economic development as well as support the economy of our home state in today's slow economic environment.

I am also excited about the many opportunities that await us in the coming year! SCEL is constantly evaluating and updating our games and promotions to serve you better in our joint effort to raise educational proceeds. We are always happy to hear from you. If you have an idea or opinion to share with me, please call the Executive Office at SCEL headquarters in Columbia.

The entire SCEL team wishes you and your family a happy holiday season and a safe and prosperous New Year.

Sincerely,

*Paula Harper Bethea*

**Paula Harper Bethea**  
Executive Director

*If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.*

## Welcome to Selling Points

**Selling Points** is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

## Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the SCEL piece called "Odds of Our Games."

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

## Contact Information

**Ticket Orders:** 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)

**Stolen/Missing/Extra Tickets:** 1-866-269-5668

**Intralot Help Desk:** 1-877-500-5202

**Customer Information:** 1-866-736-9819 (8:30 a.m. to 5 p.m.)

**Licensing Information:** 1-866-737-7235 (Option 4)

**Gambling Addiction Services:** 1-877-452-5155

For more information, visit us online at:

[www.sceducationlottery.com](http://www.sceducationlottery.com)

Please Play Responsibly!

[www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



## MESSAGE BOARD

**A Fort Lawn Texaco & Grill** – The **Fort Lawn** retailer received a \$750 selling bonus.

**B Texaco Express** – The **McConnells** retailer earned a \$100 selling bonus for selling a winning \$10,000 Powerball® ticket.

**C Varnville Food Corner** – Nash and Gita Benswah rewarded their lottery players with a Customer Appreciation event in **Hampton**. Approximately 150 customers registered to win a lottery themed gift basket with a \$25 gift card provided by the retailer and other lottery prizes. The location served snacks and a lottery cake to players waiting in line to spin the prize wheel. The event resulted in a \$750 sales increase. Speak with your MSR to request a lottery promotion at your location.

**D Mount Gallant Express** – Selling a winning \$10,000 Powerball® ticket earned this **Rock Hill** retailer a \$100 selling bonus.

**E Southern Stores #583** – A winning \$200,000 Mega Jumbo Bucks instant ticket was sold in **Blacksburg**. Southern Stores #583 proudly displays the winner's poster.

**F McCray's Convenience** – The **York** retailer sold a \$200,000 winning Mega Jumbo Bucks instant ticket earning a \$2,000 selling bonus.

**G Kangaroo Express #910** – SCEL participated in a customer appreciation day at Kangaroo Express #910 in **Myrtle Beach**. Tripp, the store manager, was the Kangaroo mascot for the day. Check out his Powerball® lottery logo shirt! Tripp and his staff are very lottery-friendly.

**H Harry Food Mart** – Owner Prakash Patel accepts a \$1,555 selling bonus for the **Blacksburg** store.

**I Motor Mile Exxon** – The **Greenville** retailer received a \$300 selling bonus. Owner Jiunn Lee sold a \$30,000 winning Powerball® ticket to a lucky customer.





**A**ngela (pictured middle) was thrilled to learn she sold a MegaMatch 6<sup>SM</sup> ticket worth \$800,000! **P&D Grocery Inc.** of **Smoaks** is proudly displaying the \$800,000 winner's poster.



**Y**ou can't miss the colorful display of winning tickets surrounding the checkout counter at **Parkland Amoco** in **Columbia**. Customers are sure to notice that this location sells a lot of winning tickets.



**F**riendliness is what you will find at **John Boys** in **Fort Mill**. Mr. Bong and his wife welcome customers with a smile and a question, "Are you buying a lottery ticket today?"



**Nothing To Lose – Everything to Gain!**  
The retailers featured have one thing in common: They sell winning tickets. If you want to earn a **SELLING BONUS**, these retailers have a few tips to get you started. Consider giving a few of the **BEST PRACTICES** highlighted a try.

# It Doesn't Matter If YOU

are a recently opened **Newsstand**, a neighborhood **Grocery Store**, or a mom and pop **Gas Station**, you can be a successful lottery retailer.

By Holli Armstrong, Publications Copywriter

**S**elling a 20 Grand ticket netted a \$200 selling bonus for **Corner Stop #115** in **Greenville**. Manager Dipal Patel's secret: She keeps the ticket dispenser fully stocked.



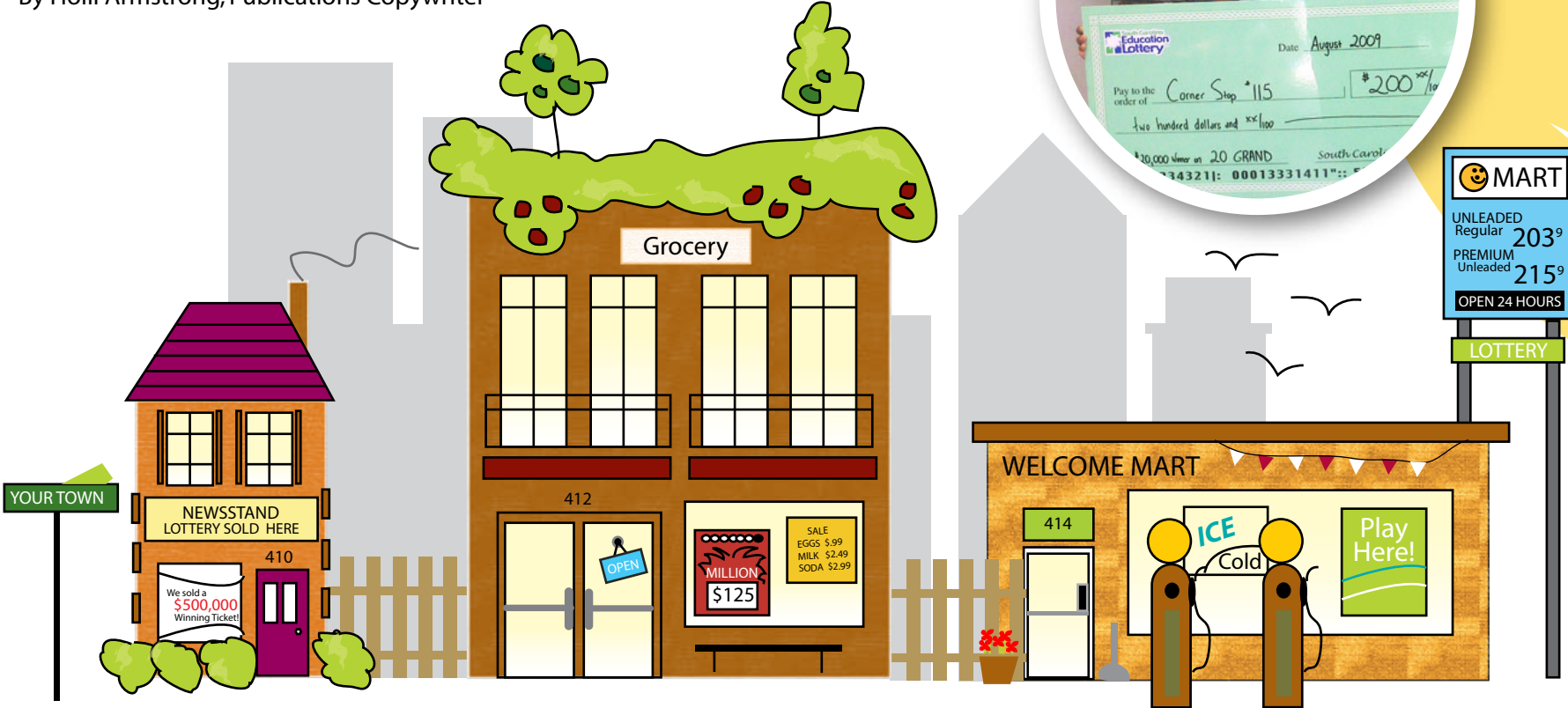
**Xpress Mart 67** in **Lake Wylie** earned a \$10,000 selling bonus for selling a winning Powerball<sup>®</sup> ticket worth \$1 million! Lottery players are attracted to the recently renovated location. Xpress Mart staff keep their ticket dispenser and play station clean and tidy.



**F**or **Sunoco Quick Mart** in **Greenville**, the secret to selling winning tickets is simple: The retailer carries ALL of our games. The location has something for every type of lottery player.



**K** **Won Mart** in **Fort Mill** is always open to promotions suggested by MSR Monica Moreira. Players appreciate the added value promotions provide.



## Best practices, big opportunities

### STEPS TO BOOST LOTTERY SALES

#### ASK FOR THE SALE

**T**his basic technique will earn you new players. Try: "Have you purchased a lottery ticket today?"



#### UPDATE JACKPOT SIGN

**O**n Thursday and Sunday mornings update your Powerball<sup>®</sup> Jackpot Sign. Players respond to high jackpots.

#### SMILE!

**S**ounds simple, but smiling can impact your store's bottom line. Thank players and always wish them luck.



#### PROMOTE WINNERS

**D**isplay winners' posters and banners so customers know your location sells winning tickets.



#### FILL TICKET DISPENSERS

**A**n empty selling slot could cost you a sale. Keep your instant ticket dispenser fully stocked.



#### CASH WINNING TICKETS

**W**illingly cash winning tickets up to and including \$500 as required in your contract.



Holiday CLOSINGS

DECEMBER:  
Thurs., Dec. 24: The Governor has traditionally granted State Employees a holiday for Christmas Eve. Tickets must be ordered BEFORE 5 p.m. on Wed., Dec. 23, for delivery on Thurs., Dec. 24. STOCK UP EARLY for the holidays.

Fri., Dec. 25: No midday drawings will be held on Christmas Day. The Friday evening Pick 3, Pick 4, Palmetto Cash 5 and MegaMatch 6® drawings will be held Christmas night. Retailers will NOT be able to order tickets. Our delivery partners will be closed.

Mon., Dec. 28: SCEL will be closed to observe the day after Christmas holiday. Retailers will NOT be able to order tickets.

Tues., Dec. 29: SCEL will be open. Tickets must be ordered BEFORE 5 p.m. on Tues., Dec. 29, for delivery on Wed., Dec. 30.

Wed., Dec. 30: SCEL will be open. Tickets ordered on Wed., Dec. 30 and Thurs., Dec. 31 will be delivered on Mon., Jan. 4, 2010, as our delivery partners will be closed New Year's Eve and Day. Drawings will be held as scheduled.

Thurs., Dec. 31: SCEL will be open, but our delivery partners will be closed. Tickets ordered on Wed., Dec. 30 and Thurs., Dec. 31 will be delivered on Mon., Jan. 4, 2010. Drawings will be held as scheduled.

JANUARY:  
Fri., Jan. 1: SCEL offices and our delivery partners will be closed to observe New Year's Day. Retailers will NOT be able to order tickets. Tickets ordered on Wed., Dec. 30 and Thurs., Dec. 31 will be delivered on Mon., Jan. 4, 2010. Remember to order early! Drawings will be held as scheduled.

Mon., Jan. 18: SCEL's offices will be closed to observe the Martin Luther King, Jr. holiday. Retailers will NOT be able to order tickets. Remember to order early! Drawings will be held as scheduled.

RETAILER Spotlight Columbia News Stand Columbia



Columbia News Stand's Binder Singh (left) greets players at a recent wheel spin event.

By Holli Armstrong, Publications Copywriter

Located in the heart of downtown Columbia, Columbia News Stand is a great place to grab a daily paper, a bag of chips and a lottery ticket.

On a recent visit, a couple of first-time lottery players were standing outside scratching tickets. Folks on Main Street noticed and were stopping to see how much the pair had won. One passerby was so inspired he went inside to purchase a Powerball® ticket and left with some candy and a drink for the road.

Tony Singh, owner of Columbia News Stand, does his part to encourage customers to try a lottery ticket. According to MSR Tilicia Mitchell, "He does a great job asking for the sale."

"He even creates his own little homemade signs that he puts on the door when the Powerball® jackpot gets high," Mitchell said.

Singh's wife, Binder, is usually running the store and was on hand the day the Lottery was invited to have a wheel spin promotion. The weather was great for the event, and lottery players were very appreciative of the added value.

Only opened for a year, customers are still discovering Columbia News Stand. The location is a great addition to Main Street. Singh is expecting the store's lottery sales to continue trending upward as more people stop to shop.

Instant Games!Pick 3Pick 4Palmetto Cash 5MegaMatch 6POWERBALL

South Carolina Education LotteryWINNERS'board

\$1,000Big League Baseball

Tiffany Elgin – Pelzer

Purchased from Quick Point – Williamston

\$1,200Palmetto Cash 5

Cornelius James – Darlington

Purchased from Family Mart #6 – Darlington

\$1,000Cash Blowout

Tammy Jo Dabbs – Heath Springs

Purchased from KG Mini Mart – Heath Springs

\$200,000Mega Jumbo Bucks

Thomas Williams – Greenville

Purchased from Kangaroo Express #3287 – Greenville

\$10,000Cashtastic

Rocio Martinez-Tarelos – Loris

Purchased from La Olanchana – Conway

\$10,004Powerball®

James Anders – Greenville

Purchased from Quik Mart of Bishopville #9 – Pawleys Island

\$25,000Lucky Loot

Robert Turner – Charleston

Purchased from Food Mart #1 – Charleston

\$2,600Pick 4

Stacy Williams – Calhoun Falls

Purchased from Quick Pantry #17 – Greenwood

\$1,000Cash Bonanza Bonus

Quintin Phillips – Charlotte, NC

Purchased from Circle K Stores #5116 – Fort Mill

\$3,000Tic Tac Doubler

James Arnold Jr. – N. Augusta

Purchased from Buddy's Stop & Shop – Ruffin

\$2,600Pick 4

Yvette Sellars – Gaffney

Purchased from Auto Stop Cherokee Avenue – Gaffney

\$1,000Red Hot Riches

Joshua Hughes – Myrtle Beach

Purchased from Kangaroo Express #273 – Myrtle Beach



# Upcoming Games

The following games are scheduled to launch Tuesday, December 1.



Artwork shown is not necessarily representative of final product and is subject to change.

# Ending Games\*

Please start selling down the following games:

- SC-230 Big Cash Blowout
- SC-281 Cash Blast
- SC-298 Fast \$50
- SC-345 Tic Tac Doubler
- SC-302 Stacks of Cash



MegaMatch 6 IS ENDING  
Final Drawing held:  
**Tuesday, December 29, 2009, at 6:59 p.m.**  
Players have 180 days from the drawing date to redeem winning tickets.

Last day to sell:  
**Wed., December 23, 2009**

Last day to return:  
**Fri., January 22, 2010**

Last day to redeem:  
**Tues., March 23, 2010**

SC-308 Junior Jumbo Bucks

Last day to sell:  
**Wed., December 30, 2009**

Last day to return:  
**Fri., January 29, 2010**

Last day to redeem:  
**Tues., March 30, 2010**

\* WATCH FOR **UPDATES** TO  
ENDING DATES THAT ARE  
SENT VIA YOUR LOTTERY  
TERMINAL.

Ending game dates are current as  
of Wednesday, October 28, 2009.

## Ticket Alerts\*

- Tuesday, December 1: Last Day to Redeem 3-D Tic Tac Toe (#323).
- Tuesday, December 8: Last Day to Redeem Pac-Man (#294), Instant Carolina 5 (#124) and Feeling Lucky (#329).

- Tuesday, December 15: Last Day to Redeem Taxes Paid (#319), Cash Bonus Bingo (#320), Mad Money! (#325), 3 Times Lucky (#307) and High Fives (#336).
- Wednesday, December 16: Last Day to Sell Carolina Riches (6th Anniversary) (#285).
- Tuesday, December 29: Last Day to Redeem Green Machine (#318).